

CLAIMS**What is Claimed is:**

- 1 1. A method for the creation of informational materials comprising the
2 steps of:
 - 3 a. providing for the digital input of data regarding selected specifics
4 related to an item and/or an event;
 - 5 b. providing for a digital template for organizing the data regarding
6 specifics;
 - 7 c. entering the data regarding specifics into a digital computational and
8 storage device;
 - 9 d. organizing the data regarding specifics into the digital template; and
10 e. providing for the creation of the informational materials based on the
11 data regarding specifics organized into the digital template,
12 wherein the informational materials comprises an electronic version of the data
13 regarding specifics combined with the digital template.
- 1 2. The method as claimed in Claim 1, wherein the informational
2 materials comprises a plurality of discrete sections, at least a first of which is a
3 section devoted to information regarding a tangible item and at least a second of
4 which is devoted to information regarding an organizational entity.
- 1 3. The method as claimed in Claim 2, wherein the tangible item is
2 selected from the group consisting of real property and chattels and the
3 organizational entity is selected from the group consisting of individuals, groups of
4 individuals and commercial enterprises.
- 1 4. The method as claimed in Claim 3, wherein the tangible item is real
2 property and the organizational entity provides services in the real estate sales
3 and leasing field.
- 1 5. The method as claimed in Claim 1, wherein the informational
2 materials comprises a plurality of discrete sections, at least a first of which is a
3 section devoted to information regarding the event and at least a second of which
4 is devoted to information regarding an organizational entity.

1 6. The method as claimed in Claim 5, wherein the event is selected
2 from the group consisting of events relating to the sales or leasing of real property
3 and chattels and the organizational entity is selected from the group consisting of
4 individuals, groups of individuals and commercial enterprises.

1 7. The method as claimed in Claim 6, wherein the event is related to
2 the sales or leasing of real property and the organizational entity provides services
3 in the real estate sales and leasing field.

1 8. The method as claimed in Claim 1, wherein the data input is
2 accomplished by a means selected from the group consisting of keyboard entry,
3 touchscreen entry, optical character recognition scanning, file scanning,
4 downloading from a previously created database, audio file entry, video file entry,
5 and combinations thereof.

1 9. The method as claimed in Claim 1, further comprising the step of:
2 f. making the informational materials available for viewing over a
3 computer network.

1 10. The method as claimed in Claim 1, further comprising the step of:
2 f. transmitting the informational materials over a computer network.

1 11. The method as claimed in Claim 1, further comprising the step of:
2 f. making the informational materials available for viewing over a
3 computer network and transmitting the informational materials over a computer
4 network.

1 12. A method for the creation and dispersing of informational materials
2 regarding the sales and leasing of real property comprising the steps of:

3 a. providing for the digital input of data regarding selected specifics
4 related to at least one piece of real property and/or at least one event related to
5 the sales or leasing of real property;

6 b. providing for the digital input of data regarding selected specifics
7 related to at least one organizational entity;

8 c. providing for a digital template for organizing the data regarding
9 specifics;

10 d. entering the data regarding specifics into a digital computational and
11 storage device;

12 e. organizing the data regarding specifics into the digital template; and
13 f. providing for the creation of the informational materials based on the
14 data regarding specifics organized into the digital template,
15 wherein the informational materials comprises an electronic version of the data
16 regarding specifics combined with the digital template.

1 13. The method as claimed in Claim 12, wherein the informational
2 materials comprises a plurality of discrete sections, at least a first of which is a
3 section devoted to information regarding the at least one piece of real property
4 and/or the at least one event related to the sales or leasing of real property and at
5 least a second of which is devoted to information regarding an organizational
6 entity selected from the group consisting of entities that provide services in the
7 real estate sales and leasing field.

1 14. The method as claimed in Claim 12, wherein the data input is
2 accomplished by a means selected from the group consisting of keyboard entry,
3 touchscreen entry, optical character recognition scanning, file scanning,
4 downloading from a previously created database, audio file entry, video file entry,
5 and combinations thereof.

1 15. The method as claimed in Claim 12, further comprising the step of:
2 g. making the informational materials available for viewing over a
3 computer network.

1 16. The method as claimed in Claim 12, further comprising the step of:
2 g. transmitting the informational materials over a computer network.

1 17. The method as claimed in Claim 12, further comprising the step of:
2 g. making the informational materials available for viewing over a
3 computer network and transmitting the informational materials over a computer
4 network.

1 18. A method for the creation and dispersing of informational materials
2 regarding the sales and leasing of real property comprising the steps of:

3 a. providing for the digital input of data regarding selected specifics
4 related to at least one piece of real property and/or at least one event related to
5 the sales or leasing of real property;

6 b. providing for the digital input of data regarding selected specifics

- 7 related to at least one organizational entity;
- 8 c. providing for a digital template for organizing the data regarding
- 9 specifics;
- 10 d. entering the data regarding specifics into a digital computational and
- 11 storage device;
- 12 e. organizing the data regarding specifics into the digital template;
- 13 f. providing for the creation of the informational materials based on the
- 14 data regarding specifics organized into the digital template; and
- 15 g. making the informational materials available for viewing over a
- 16 computer network,
- 17 wherein the informational materials comprises an electronic version of the data
- 18 regarding specifics combined with the digital template, and the informational
- 19 materials comprises a plurality of discrete sections, at least a first of which is a
- 20 section devoted to information regarding the at least one piece of real property
- 21 and/or the at least one event related to the sales or leasing of real property and at
- 22 least a second of which is devoted to information regarding an organizational
- 23 entity selected from the group consisting of entities that provide services in the
- 24 real estate sales and leasing field.
- 1 19. The method as claimed in Claim 18, further comprising the step of:
- 2 h. transmitting the informational materials over the computer network.
- 1 20. The method as claimed in Claim 19, wherein the data input is
- 2 accomplished by a means selected from the group consisting of keyboard entry,
- 3 touchscreen entry, optical character recognition scanning, file scanning,
- 4 downloading from a previously created database, audio file entry, video file entry,
- 5 and combinations thereof.
- 1 21. The method as claimed in Claim 20, wherein the data input
- 2 regarding the selected specifics regarding the at least one piece of real property
- 3 and/or at least one event related to the sales or leasing of real property is
- 4 accomplished by downloading from a commercial database dedicated to
- 5 information regarding real property and the data input regarding the selected
- 6 specifics regarding the at least one organizational entity is accomplished by
- 7 downloading from a database previously developed by the at least one

- 8 organizational entity,
- 1 22. A system for the creation of informational materials comprising:
- 2 a. means for entering digital input of data regarding selected specifics
- 3 related to an item and/or an event;
- 4 b. a digital template for organizing the data regarding specifics;
- 5 c. means for organizing the data regarding specifics into the digital
- 6 template; and
- 7 d. means for creating the informational materials based on the data
- 8 regarding specifics organized into the digital template,
- 9 wherein the informational materials comprises an electronic version of the data
- 10 regarding specifics combined with the digital template.
- 1 23. The system as claimed in Claim 22, wherein the informational
- 2 materials comprises a plurality of discrete sections, at least a first of which is a
- 3 section devoted to information regarding a tangible item and at least a second of
- 4 which is devoted to information regarding an organizational entity.
- 1 24. The system as claimed in Claim 23, wherein the tangible item is
- 2 selected from the group consisting of real property and chattels and the
- 3 organizational entity is selected from the group consisting of individuals, groups of
- 4 individuals and commercial enterprises.
- 1 25. The system as claimed in Claim 24, wherein the tangible item is real
- 2 property and the organizational entity provides services in the real estate sales
- 3 and leasing field.
- 1 26. The system as claimed in Claim 22, wherein the informational
- 2 materials comprises a plurality of discrete sections, at least a first of which is a
- 3 section devoted to information regarding the event and at least a second of which
- 4 is devoted to information regarding an organizational entity.
- 1 27. The system as claimed in Claim 26, wherein the event is selected
- 2 from the group consisting of events relating to the sales or leasing of real property
- 3 and chattels and the organizational entity is selected from the group consisting of
- 4 individuals, groups of individuals and commercial enterprises.
- 1 28. The system as claimed in Claim 27, wherein the event is related to
- 2 the sales or leasing of real property and the organizational entity provides services

in the real estate sales and leasing field.

29. The system as claimed in Claim 22, wherein the data input is accomplished by a means selected from the group consisting of keyboard entry, touchscreen entry, optical character recognition scanning, file scanning, downloading from a previously created database, audio file entry, video file entry, and combinations thereof.

30. The system as claimed in Claim 22, further comprising:
e. means for making the informational materials available for viewing over a computer network.

31. The system as claimed in Claim 22, further comprising:
e. means for transmitting the informational materials over a computer network.

32. The system as claimed in Claim 22, further comprising:
e. means for making the informational materials available for viewing over a computer network and transmitting the informational materials over a computer network.

33. A computerized system for the creation and dispersing of informational materials regarding the sales and leasing of real property comprising:

a. means for entering data regarding selected specifics related to at least one piece of real property and/or at least one event related to the sales or leasing of real property, and for entering selected specifics related to at least one organizational entity into a digital computational and storage device;

b. a digital template for organizing the data regarding specifics;

c. means for organizing the data regarding specifics into the digital template; and

d. means for creating the informational materials based on the data regarding specifics organized into the digital template, wherein the informational materials comprises an electronic version of the data regarding specifics combined with the digital template.

34. The system as claimed in Claim 33, wherein the informational materials comprises a plurality of discrete sections, at least a first of which is a

3 section devoted to information regarding the at least one piece of real property
4 and/or the at least one event related to the sales or leasing of real property and at
5 least a second of which is devoted to information regarding an organizational
6 entity selected from the group consisting of entities that provide services in the
7 real estate sales and leasing field.

1 35. The system as claimed in Claim 33, wherein the data input is
2 accomplished by a means selected from the group consisting of keyboard entry,
3 touchscreen entry, optical character recognition scanning, file scanning,
4 downloading from a previously created database, audio file entry, video file entry,
5 and combinations thereof.

1 36. The system as claimed in Claim 33, further comprising:
2 e. means for making the informational materials available for viewing
3 over a computer network.

1 37. The system as claimed in Claim 33, further comprising:
2 e. means for transmitting the informational materials over a computer
3 network.

1 38. The system as claimed in Claim 33, further comprising:
2 e. means for making the informational materials available for viewing
3 over a computer network and transmitting the informational materials over a
4 computer network.

1 39. A computerized system for the creation and dispersing of
2 informational materials regarding the sales and leasing of real property
3 comprising:

4 a. means for entering data regarding selected specifics related to at
5 least one piece of real property and/or at least one event related to the sales or
6 leasing of real property, and for entering selected specifics related to at least one
7 organizational entity into a digital computational and storage device;

8 b. a digital template for organizing the data regarding specifics;

9 c. means for organizing the data regarding specifics into the digital
10 template; and

11 d. means for creating the informational materials based on the data
12 regarding specifics organized into the digital template; and

13 e. means for making the informational materials available for viewing
14 over a computer network,
15 wherein the informational materials comprises an electronic version of the data
16 regarding specifics combined with the digital template, and the informational
17 materials comprises a plurality of discrete sections, at least a first of which is a
18 section devoted to information regarding the at least one piece of real property
19 and/or the at least one event related to the sales or leasing of real property and at
20 least a second of which is devoted to information regarding an organizational
21 entity selected from the group consisting of entities that provide services in the
22 real estate sales and leasing field.

1 40. The system as claimed in Claim 39, further comprising:

2 f. means for transmitting the informational materials over the computer
3 network.

1 41. The system as claimed in Claim 40, wherein data input is
2 accomplished by a means selected from the group consisting of keyboard entry,
3 touchscreen entry, optical character recognition scanning, file scanning,
4 downloading from a previously created database, audio file entry, video file entry,
5 and combinations thereof.

1 42. The system as claimed in Claim 41, wherein the data input regarding
2 the selected specifics regarding the at least one piece of real property and/or at
3 least one event related to the sales or leasing of real property is accomplished by
4 downloading from a commercial database dedicated to information regarding real
5 property and the data input regarding the selected specifics regarding the at least
6 one organizational entity is accomplished by downloading from a database
7 previously developed by the at least one organizational entity,